

York Chamber of Commerce
Board of Director's Meeting
Wednesday May 15, 2019
York Country Club

In attendance: Madonna Mogul, Hannah Miller, Carrie Colburn, Shawn Brown, Alison Graham, Tanya Crawford, Bre Ronne, Kristy Pieper, Steve Eckman, Lisa Hurley, Tod Riley, Pepper Papineau, Connie Bolte, Mike Cloninger, John Sozio, Sue Ann Romohr, Jill Ahrens

Meeting called to order by Colburn at 12:07pm.

Review of Minutes: Papineau motioned to approve, Hurley seconded. All ayes, motion carried.

Review of Financials: Mogul provided an explanation on the financials. Romohr motioned to approve, Pieper seconded. All ayes, motion carried.

Bureau Reports: Bureau 1 Jill Ahrens, Bureau 2 Bre Ronne and Connie Bolte

Ronne and Bolte mentioned that businesses in Bureau 2 talked about Sip & Stroll and that they'd like a way to track the number of people through their business like with a punch card. It was suggested that maybe a QR code for participants to scan could work. Ahrens reported Bureau 1 did not have much to report but that they really appreciate the check-ins.

New Business:

Membership Engagement Breakfast - Mogul, Colburn and Romohr gave an explanation on Membership Engagement Breakfast and how the idea came about. Discussion was held by the board members about when, who will host, and how it will be structured.

Community Calendar – Mogul shared about the Community Calendar, why it came about, and what the benefits are for the public. It will roll out to the public on May 20.

What's Your Y Campaign – Mogul updated everyone on the next community art project for York and provided suggestions about how to implement it within the business district, schools, etc. and how it can all tie in for all of York.

Reports:

Ambassador- Romohr shared that they are visiting Wessels Living History Farm's Mercantile, Nutrition Services, and the City of York Reclamation Plant (new Wastewater Treatment plant) tomorrow afternoon.

Young Professionals - Papineau shared that YP finished up their two fundraisers and gave an update on those. YP Membership is around 50. He shared that they plan to have the school's administrators come and speak at their next event.

Member Services Director - See attached written report.

Marketing/Event Coordinator - See attached written report.

Executive Director - See attached written report. Mogul met with a venue who agreed to make breakfast burritos for the upcoming golf tournament.

Colburn asked those in attendance to provide an update if they had one. Romohr shared that Kirby Crawford was sought out to do some national speaking and teaching events. Hurley shared a ribbon cutting happening in June for the York Creekside Apartment complex on East Nobes Road. Bolte invited everyone to Emmanuel Lutheran Church to view the new sanctuary next Wednesday evening 5-7pm.

Meeting adjourned at 12:57pm by Colburn.

Next Board of Director Meeting will be June 19, TBD

Submitted by Hannah Miller

Madonna Mogul

From: Rhonda Veleba <rhondav@yorkchamber.org>
Sent: Monday, May 13, 2019 11:10 AM
To: 'Madonna Mogul'
Subject: board updates

SBW Overview:

Monday morning's coffee... had 53 people at CRB between 7:30am-8:30am. Derek and I were there to greet people and hand out flyers regarding Small Business Week and Economic Development Week.
Wednesday's Lunch... inexpensive lunch, education topic, and variation to time of event compared to two other events offered.
Friday's BAH... small crowd but had two realtors ask a lot of questions regarding building and another couple visit that showed great interest in buying/renting the building.
Videos... Intern, Taylor O'Brien did a great job putting together the videos ahead of time to be posted on Social media during SBW.
Overall, great event that didn't have a lot of expenses.

Sip & Stroll:

Chamber staff felt set up, execution and tear down went extremely well!
Ticket sales made the staff a bit nervous as the majority of sales happened the week of with a large percentage happening the day before and day of.
Some responses from businesses:
Some were new, some were veterans of the event, and they all enjoyed seeing all the businesses that participated, Most that I talked to couldn't believe how many small business were down town that they didn't even know about. Again to you, this was a very well put together event, everything went smooth from what we could see.
Cris Slack, Slack Auto/Carquest

Hi Rhonda, We had an OUTSTANDING turnout for Sip & Stroll, Thank you to all of you involved in organizing this event. We had a lot of participants who said they had never been in our store before, so this was a real plus.
Thanks
Pat, Baer's

I think this year's event was WONDERFUL! The only down fall was the construction and noise outside my shop, but that is out of our control.
Ellyn, Triple Crown Boutique

Morning! She said it was a great evening. We would like to be a part of it in the future as well.
Thanks!
Laura Robbins
Mac's Creek Winery & Brewery

Breakfast Ideas/thoughts:

- Host quarterly breakfasts for membership, offer light breakfast and coffee, potential time 7:30am-8:30am
- Chamber host first couple and then see if businesses would like to host at their business
- Speaker – would add value to the breakfast. Could be hard to find someone to travel to York early to speak and for a short amount of time. Would local speakers have the same draw as visiting speakers? Could the speaker be the hosting organization? (example: Chamber hosting would speak on what we have going on, other businesses would give update on their business if they host.)
- Networking – want a good portion of the gathering to be networking with others

Rhonda Veleba

Member Services Director
York Chamber of Commerce
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Please note that I have limited office hours and may take 24-48 hours to respond. If you need immediate assistance, please contact the Chamber at 402-362-5531.

MARKETING/EVENTS COORDINATOR

Small Business Week May 6-10, 2019

- Created ads for YNT to promote event
- Distributed Thank You bags to businesses
- Executed and attended the Wednesday luncheon

Farmer's Market

- Created ads for YNT

Firecracker Frenzy July 3, 2019

- Lined up concessions and balloon artist
- Creating ads for YNT
- Working on fundraising efforts – mailed postcards to the community and other entities asking for donations; raffle to win big fireworks package from a local fireworks stand

Balloon Day July 20, 2019

- Updated the image for 2019's Balloon Day
- Working on list of events for that day

Lunch and Learn July 2019

- Creating the flyer for this

Yorkfest September 5 – 8, 2019

- Designing Yorkfest's Tshirt with ArtFx
- Updated registrations and event recruitment emails
- Updated the website with registration forms
- Created facebook events to push to the public

Ag Expo January 9 & 10, 2020

- Sent another email to potential and past exhibitors about registering for 2020's Ag Expo and notifying them of our decision to donate a percentage of the registrations and sponsorships towards Nebraska's disaster relief.
- Currently have 23 exhibitors (2 Corporate Sponsorships and 1 Silver)

Submitted by Hannah Miller 5/8/19

Director's Report For May 2019

Golf Tournament – Have been working with Barry and Tony as well as the Club Staff and Grand Central on logistics. Will meet with Larry Mertens about breakfast. Will send Ambassadors and Board the list of available volunteer opportunities.

Firecracker Frenzy – Postcards went out May 1. We will be having a raffle for fireworks. We will send another note to members asking if they will host a change box, do a register round up campaign or a percentage of sales donation.

Yorkfest – We are putting together the registrations now.

Rodeo – We have been meeting with a group about hosting a rodeo in 2020. Our first preference for a date is the Saturday of Yorkfest (9/12) and our second choice would be Friday leading into Balloon Day (7/17)

What's your Y – The staff talked about having this as a theme for the Chamber and the Exec Committee expressed the same thing. We are going to put together a time line for roll out on the campaign. We will also put together a committee regarding logistics and locations of the icons.

Community Calendar – We have been working with a county wide group on a community calendar. One County – One Calendar has been our theme. We will be asking our boards to go on-line for end user feedback and we will roll out to the public on May 21. We have been putting out teasers since May 1.

Submitted by Madonna Mogul